I CLAIM:

1. A method for driving an LCD, comprising the steps of:-

(i) providing an LCD with a number of columns,

(ii) providing an LCD with a number of rows,

(iii) whereby to provide a number of pixels, and

(iv) driving the LCD by multiple inversion of one of a column, row and pixel, whereby to provide a reduced total fringe field effect to maintain contrast and a minimised flickering on a display.

2. A method as defined in Claim 1, wherein the multiple inversions are adjustable.

3. A method as defined in Claim 1, wherein there is a number of columns (*m*) which is any integer from two to the number of scan lines and wherein there is a number of rows (*n*) which is any integer from two to the number of column lines.

4. A method as defined in Claim 3, wherein there is an (*n*)-row inversion applied to a passively and an actively driven LCD, and wherein (*n*) is any integer from two to the number of scan lines.

5. A method as defined in Claim 3, wherein there is an (*m*)-column inversion applied to an actively driven LCD, (*m*) being any integer from two to the number of column lines.

6. A method as defined in Claim 3, wherein there is an *n x m*-pixel inversion in an actively driven LCD, where (*n*) is an integer from two to the number of scan lines and (*m*) is an integer from two to the number of column

lines.

7. A method as defined in Claim 1, wherein said method is applied to one of an actively driven miniature TFT LCD and a reflective liquid crystal on silicon LCD.

8. A method as defined in Claim 1, wherein there is simultaneous inversion of one of a plurality of columns, rows or pixels of an LCD.

9. A method as defined in Claim 8, wherein said plurality comprises two.